

ORDER



Orders	Order / Rev:	169826
	Alt Order #:	06868878
	Product Desc:	TAMMY BALDWIN
	Estimate:	
	Flight Dates:	10/30/12 - 11/06/12
	Original Date / Rev:	11/01/12 / 11/01/12
	Order Type:	GENERAL

KSTP-TV, LLC and KSAX-TV

Primary AE:	Anjie Brady
Sales Office:	P-PHL
Sales Region:	National

Agency	Name:	Shorr, Johnson, Magnus
	Buying Contact:	Mike D'ettorre
	Billing Contact:	
		1831 Chestnut St Ste 602
		Philadelphia, PA 19103

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Tammy Baldwin 4 Senate
	Demographic:	A35+
	Product Codes:	PL1
	Priority:	4
	Revenue Codes:	AGY, POL, CAND

New Business Thru: _____
Order Separation: 00:15:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	24	\$14,750.00	\$12,537.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	24	\$14,750.00	\$12,537.50	0.00
Totals	24	\$14,750.00	\$12,537.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjie Brady			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSTP-TV, LLC and KSAX-TV	20%	\$14,750.00
Market	100%	\$73,750.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KARE	32%	\$23,600.00
KMSP	7%	\$5,162.50
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
WCCO	41%	\$30,237.50
WFTC	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	M	10/30/12	11/02/12	M-F 530-6a News M-F 530-6a News	CM	530-6a	-TWTF--	:30	4	\$250.00	3	0.00	NM	4	\$1,000.00
AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-TWTF--			4		\$250.00		0.00				
2	M	11/05/12	11/06/12	M-F 530-6a News M-F 530-6a News	CM	530-6a	MT-----	:30	1	\$250.00	3	0.00	NM	1	\$250.00
AM NEWS															

Order / Rev: 169826
Alt Order #: 06868878
Flight Dates: 10/30/12 - 11/06/12

Advertiser: Tammy Baldwin 4 Senate
Product Desc: TAMMY BALDWIN
Estimate:

KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	M	11/05/12	11/06/12	M-F 530-6a News M-F 530-6a News	CM	530-6a	MT-----	:30	1	\$250.00	3	0.00	NM	1	\$250.00
AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					1	\$250.00		0.00			
N 3	M	10/30/12	11/02/12	M-F GMA M-F GMA	CM	7-9a	-TWTF--	:30	8	\$400.00	3	0.00	NM	4	\$1,600.00
GD MRN AMR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					8	\$400.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	M	10/29/12-11/04/12		M-F GMA		7-9a	-TWThF----	:30		(\$400.00)		0.00	NM		
Credited															
4	M	10/29/12-11/04/12		M-F GMA		7-9a	-TWThF----	:30		(\$400.00)		0.00	NM		
Credited															
7	M	10/29/12-11/04/12		M-F GMA		7-9a	-TWThF----	:30		(\$400.00)		0.00	NM		
Credited															
8	M	10/29/12-11/04/12		M-F GMA		7-9a	-TWThF----	:30		(\$400.00)		0.00	NM		
Credited															
4	M	11/05/12	11/06/12	M-F GMA M-F GMA	CM	7-9a	MT-----	:30	2	\$400.00	3	0.00	NM	2	\$800.00
GD MRN AMR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					2	\$400.00		0.00			
N 5	M	10/30/12	11/02/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	-TWTF--	:30	8	\$450.00	3	0.00	NM	2	\$900.00
AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					8	\$450.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	M	10/29/12-11/04/12		M-F 6-7a News		6-7a	-TWThF----	:30		(\$450.00)		0.00	NM		
Credited															
3	M	10/29/12-11/04/12		M-F 6-7a News		6-7a	-TWThF----	:30		(\$450.00)		0.00	NM		
Credited															
4	M	10/29/12-11/04/12		M-F 6-7a News		6-7a	-TWThF----	:30		(\$450.00)		0.00	NM		
Credited															
5	M	10/29/12-11/04/12		M-F 6-7a News		6-7a	-TWThF----	:30		(\$450.00)		0.00	NM		
Credited															
6	M	10/29/12-11/04/12		M-F 6-7a News		6-7a	-TWThF----	:30		(\$450.00)		0.00	NM		
Credited															
7	M	10/29/12-11/04/12		M-F 6-7a News		6-7a	-TWThF----	:30		(\$450.00)		0.00	NM		
Credited															
6	M	11/05/12	11/06/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	MT-----	:30	2	\$450.00	3	0.00	NM	2	\$900.00
AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					2	\$450.00		0.00			
7	M	10/30/12	11/02/12	M-F The View M-F The View	CM	10-11a	-TWTF--	:30	2	\$350.00	3	0.00	NM	0	\$0.00
THE VIEW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					2	\$350.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	M	10/29/12-11/04/12		M-F The View		10-11a	-TWThF----	:30		(\$350.00)		0.00	NM		
Credited															
2	M	10/29/12-11/04/12		M-F The View		10-11a	-TWThF----	:30		(\$350.00)		0.00	NM		
Credited															
8	M	11/05/12	11/06/12	M-F The View M-F The View	CM	10-11a	MT-----	:30	1	\$350.00	3	0.00	NM	1	\$350.00

KSTP-TV, LLC and KSAX-TV